

<b>Interview Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>
	09/373,625	GRANGER ET AL.
	<b>Examiner</b>	<b>Art Unit</b>
	Nga B. Nguyen	3628

All participants (applicant, applicant's representative, PTO personnel):

(1) Nga B. Nguyen.

(3) Ed Gaslepp.

(2) Eric Williams.

(4) Robert Mattson.

Date of Interview: 13 July 2004.

Type: a) Telephonic b) Video Conference  
c) Personal [copy given to: 1) applicant 2) applicant's representative]

Exhibit shown or demonstration conducted: d) Yes e) No.  
If Yes, brief description: \_\_\_\_\_.

Claim(s) discussed: 1, 29, 43, 60, and 65.

Identification of prior art discussed: Park, Malackowski, and Cohen..

Agreement with respect to the claims f) was reached. g) was not reached. h) N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: See Continuation Sheet.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN ONE MONTH FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.

  
Examiner's signature, if required

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: Applicants explained that Park, Malackoski and Cohen do not disclose:

1. Targeted promotions based on purchase history.
2. Automatic display based on proximity.

Discussed new claim 65. Applicants explained that cited references do not disclose "predetermined proximity assigned to commercial entity".

Examiner decides to withdraw the rejection mailed out 5/18/04 and reconsider the application when receiving the formal response.

### Remarks on Highlighted Limitations

#### I. Pending Independent Claims 1, 29, 43 and 60

*a. “transmit identity information identifying a person associated with said vehicle and to receive promotional information targeted for said person based on a purchase history of said person”*

None of the cited references disclose this feature. The closest reference is Malekowski et al. This reference discloses a system that enables a cell phone user to call a billboard number to obtain more information about an advertisement on the billboard. The user sends an ID to enter the system, but the system does not provide promotional information based on purchasing history.

*b. “automatically displaying on an interior display said data to occupants of said vehicle after it is automatically detected by said monitoring step that said vehicle comes within a defined range of said store”*

The February 19, 2003 Statement of Reasons for Allowance identified that this limitation is not taught by the cited references to Park, Malakowski et al., and Cohen. The outstanding Official Action does not directly deal with this limitation, but Park seems to be the closest reference. Park discloses a system that tags radio broadcast advertisements with data that the user can obtain by pressing a button when the user hears an advertisement of interest. Park also allows a user to enter filtering criteria, such as distance, to define data tags for collection. Therefore, Park requires user input to display promotions and does not disclose “automatic display” of promotions information when it is “automatically detected” that the vehicle is within the defined range.

#### II. New Claim 65

*“a controller coupled to said position receiver and said wireless communications device and configured to process said promotional information for display when said controller determines that said vehicle is within the predetermined proximity zone assigned to said commercial entity... interior display configured to display said promotional information”*

None of the cited references disclose this limitation. Park discloses that a zone can be

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defined around the vehicle, but not assigned to the commercial entity. Assigning the zone to the commercial entity allows the zone to be shaped in consideration of surrounding stores so that the driver who is actually going to the commercial entity can receive promotions for the entity. (See Applicant' specification at page 7, lines 13-18; page 11, line 4-8; page 16, lines 21-25. Cohen defines zones, but does not disclose an interior display which is needed to provide information to drivers actually going to the entity.

**Claims with Highlighted Limitations**

1. An in-vehicle promotions system installed in a vehicle, comprising:  
a position receiver configured to provide automatically detected position data for said vehicle thereby monitoring a position of said vehicle in relation to a commercial entity;  
a controller connected to said receiver;  
a wireless communications device connected to said controller and configured to transmit identity information identifying a person associated with said vehicle and to receive promotional information targeted for said person based on a purchase history of said person; and  
an interior display configured to be installed in an interior of said vehicle and connected to said controller,  
wherein said controller automatically outputs said promotional information to said interior display based on said position data indicating that said vehicle is in a predetermined position in relation to said commercial entity.

*Cellphone* *C&S*

29. An in-vehicle promotions system installed in a vehicle, comprising:  
an RF transmitter configured to transmit identity information identifying a person associated with said vehicle;  
an RF receiver configured to receive transmitted promotions information targeted for said person based on a purchase history of said person;  
a controller connected to said receiver;  
a device configured to monitor a position of said vehicle in relation to a commercial entity; and  
an interior display configured to be installed in an interior of said vehicle and connected to said controller wherein said controller causes said promotions information to be automatically displayed on said interior display based on an automatically detected position of said vehicle which indicates that the vehicle is in a predetermined position with respect to the commercial entity.

43. A method of displaying promotions information to a vehicle occupant, comprising:

transmitting *identifying information identifying a person associated with said vehicle*;

storing data corresponding to *promotions information targeted for said person based on a purchase history of said person in said vehicle*;

monitoring a position of said vehicle in relation to a store with which the promotions information is associated; and

*automatically displaying said data on an interior display after it is automatically detected by said monitoring step that said vehicle comes within a defined proximity to the store with which said promotions information is associated.*

60. A method of distributing promotions information, comprising:  
forming a database of promotions information of at least one store;  
communicating to said store *identifying information identifying a person associated with said vehicles*;  
wirelessly distributing data corresponding to *promotions information, targeted for said person based on a purchase history of said person*, to a vehicle;  
monitoring a position of said vehicle in relation to a store; and  
*automatically displaying on an interior display said data to occupants of said vehicle after it is automatically detected by said monitoring step that said vehicle comes within a defined range of said store.*

65. (New) An in-vehicle promotions system installed in a vehicle, comprising:  
a position receiver configured to monitor a position of said vehicle in relation to a *commercial entity having a predetermined proximity zone assigned thereto*;  
[  
a wireless communications device configured to receive promotional information]  
from said commercial entity; and  
[  
a controller coupled to said position receiver and said wireless communications device and *configured to process said promotional information for display when said controller*

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*determines that said vehicle is within the predetermined proximity zone assigned to said commercial entity; and*

an interior display configured to be installed in an interior of said vehicle and connected to said controller, said *interior display configured to display said promotional information.*

NPL Search

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